

Logo proposal



A BRIEF TALK ON COLORS



MANDARIN

~~PURITY
SADNESS
DEATH~~

HEROISM
RISE
PORNx

HEALTH
HAPPINESS
LOVE

SUCCESS
LIFE
YOUTH

~~INSTABILITY
IMMORALITY
FOREIGN~~

WISDOM
DEITY
IMMORTAL

HEALTH
PROSPERITY
HARMONY

LIFE
SPRING
CONVICTSx

EARTH

~~DARKNESS
VICE
AUTHORITY~~

VIETNAMEIN

~~PURITY
DEATH~~

WEALTH
LUCK
PROSPERITY

~~PASSION
CREATIVITY
WARx~~

HAPPINESS
LOVE
SATISFACTION

FEMINITY

~~BRUISES
WOUNDS~~

PEACE
IMMORTAL
GROWTH

LUST
ENVY

SAFETY
STABILITY
MAT.SECURITY

~~DARKNESS
EVIL~~

TAMIL

PURITY
PEACE
WIDOW

LUCK
PEACE

HINDUISM
FLAME

FERTILITY
PROSPERITY
POSITIVE

SUCCESS
LUCK
LIFE

~~NEGATIVITY
EVIL
ANGER~~

ARAB

PURITY
INNOCENCE

HEAT
WISDOM
OPTIMISM

~~SADNESS
LOSS~~

LOVE
CHALLENGE
EMOTIONS

RICHES
VIRTUE

SAFETY
PROTECTION
IMMORTAL

LOVE
HOPE
PEACE

HARMONY
COMFORT

~~REBIRTH
SADNESS
EVIL~~

TURKISH

LIGHT
INNOCENCE
PERFECTION

HEALTH
STRENGTH
VITALITY

LOVE
ENERGY
PASSION

TRUTH
GOOD KARMA
POSIT.ENERGY

NATURE
HOPE
GROWTH

RUSSIAN

PEACE
PURITY
FREEDOM

~~ENERGY
FORCE
BLOOD~~

STABILITY
FAITH

NATURE
LIFE

EARTH

~~DARKNESS
SADNESS
EVIL~~

THAI

PURITY
BUDDHISM

PRIVILEGE
ROYAL
RANK

HAPPINES
CELEBRATION
LIBERTY

~~SADNESS~~

ALLY
KINGDOM
FRIDAY

~~EVIL~~

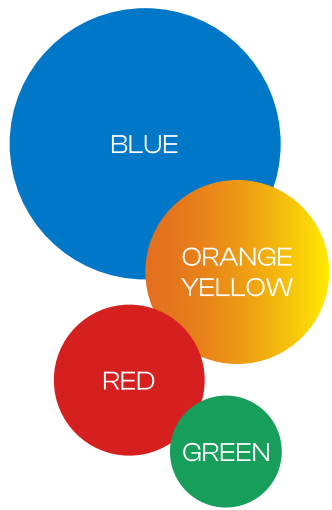
DARI

HAPPINESS
PROSPERITY

~~DANGER
CAUTION
EVIL~~

SAFETY
PROTECTION
HEAVEN

COLORS AND SHAPES IN LOGOS





KEYWORDS

#1



bridge

connection

safety

communication

help

inclusion

line



#1 MEANING

A bridge-like construction over the text symbolizes connection, welcome, inclusion and help.

This attribute is further supported by color gradient, which symbolises fluid transition between two entities (medical professional and a patient).

Set in clean and highly legible grotesk typeface with smooth curves, and solid arc provide friendly, stable and calm visual experience.



aida
for your health



#1 COLORS

Gradient used here is built with two probably most frequent colors that surround us. They are tweaked a bit, giving them more saturation and vibrance to provide more screen contrast suitable for digital applications.





#1ICON

Icon is represented in a simple form of initial letter „a“, shielded by a „bridge“. This form relates closely to the original logo configuration.

#2

aa

life

punctuation

communication

quotation mark

friendly

smooth

organic

aida
for your health

#2 MEANING

A true logotype.

Glyphs of quotation marks hidden in negative spaces of „a“ letters. The idea reflects on the communication purpose of the assistant app. Quotation marks are placed at the start and the end of the name, depicting a communication act. Set in modern Belfast Grotesk.

aida

for your health



#2 COLORS

Vibrant blue and soft shade of yellow-pink symbolising warm welcome. This combination retains good screen contrast.





#2 ICON

Main idea of logo concentrated into a simple symbol.

#3



inclusion

punctuation

communication

connection

help

geometric



aida

#3 MEANING

Name „aida“ set in modified geometric typeface called Gilroy. Glyphs „a“, „d“ and „a“ carry the obvious yet hidden idea. Three simple dots.

A symbol of following communication, typing a text, representing an exchange of information. Dots are in various colors and overlapping, stating that we are all different, but together.

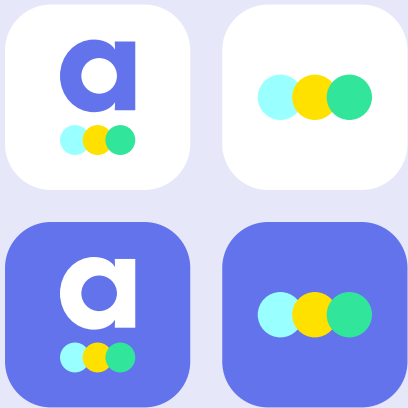
aida 



#3 COLORS

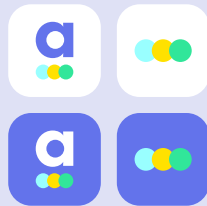
Combination of blue, green, yellow and cyan creates the basis for enhanced color palette. Colors are vibrant and contrasting, providing solid base for further content.





#3 ICON

Two levels of shortcuts naturally emerging from the logo. All clean and concise, varying only in the amount shortening.



thank you
for your
attention



madhand

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